**RUBRIC: GRAPHIC DESIGN PRODUCT**

From Winter Virtual Judging to invited to State Championship

Individual Student Event

DEADLINE TO REGISTER: Check STLP website

Students create original graphic designs for school, home or community. The design contains-text and images that are original and created by the student. Software is used to create and combine symbols, images and/or words to create a visual representation of ideas and messages. Each piece should have a unique title.

The best designs will be invited to State for final state judging. First and second place will be recognized at the State Championship Awards. Winning digital art will hang at the Lexington Emporium following the State Championship and will travel to the next fall showcases across Kentucky for students and teachers to view.

What the STLP Coordinator/Coach should do:

* Share the rubric with students that create art
* Decide a location to post work, noting URL address when the school registers
* Assist students with questions, make suggestions on quality of work, ask an art person to help
* Check for any copyright issues
* Determine the best pieces to represent your school
* Post work with title, software and process used to create work
* Register the pieces online by deadline
* Make sure the URL location can be accessed by a judge
* Print and mat the piece to size if it is selected as a finalist for State Championship

What the student should do:

* Review rubric; attach to image if a finalist
* Create original digital art, no clip art, digital photos or online images are allowed
* Same image cannot be entered in multiple categories
* Respect intellectual property of others, follow all copyright rules
* Turn piece with original and process used in on time by deadline of December 30

SCHOOL NAME: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

DISTRICT: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

NAME OF STUDENT: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

TITLE OF PIECE: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

GRADE LEVEL: P1 P2 3 4 5 6 7 8 9 10 11 12

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| --- | --- | --- |
| **WINTER VIRTUAL JUDGING** | **CRITERIA** | POINTS EARNED |
| **CATEGORY** | The piece can be viewed online | 0 10 |
| **COPYRIGHT** | There are no issues with copyright; school appropriate | 0 10 |
| **CREATIVITY/ORIGINALITY** | The piece stands out as unique and original | 1 2 3 4 5 6 7 8 9 10 |
| **INTEREST** | Image or design catches and maintains the viewer's interest (visual communication) | 1 2 3 4 5 6 7 8 9 10 |
| **VISUAL IMPACT** | Color, image supports the desired mood | 1 2 3 4 5 6 7 8 9 10 |
|  | **TOTAL SCORE OUT OF 50:** |  |
| **STATE CHAMPIONSHIP** |  |  |
| **PRINTED WORK** | Piece is surrounded by a black or white 1-2 inch paper mat  After matting, it is no larger than 11 x 14 inches or smaller than 5 ½ x 8 ½ inches  A typed label is attached to front right bottom corner of mat  and includes student name, grade, school name, district name, title, category, and software; affix Velcro to hang | 1 2 3 4 5 6 7 8 9 10 |
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| **COPYRIGHT** | There are no issues with copyright; school appropriate | 0 10 |
| **INTEREST** | Image or design catches and maintains the viewer's interest (Visual communication) | 1 2 3 4 5 6 7 8 9 10 |
| **VISUAL IMPACT** | Color, image supports the desired mood | 1 2 3 4 5 6 7 8 9 10 |
|  | **TOTAL SCORE OUT OF 50:** |  |